



KNXV

# ORDER

Flight Dates **10/26/12-11/06/12**

Contract / Revision **304420 /** **Kirkpatrick for Congress 2012**

Original Date / Revision 10/29/12 10/29/12 Agency Com 15%

Billing Contact

Advertiser **Kirkpatrick / Democrat / Con**  
**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Agency **Media Strategies and Resea**

Buying Contact Sales Office KNXVL

**1580 Lincoln Street**  
**Suite 510**  
**Denver, CO 80203**

Sales Region LOC

Agency Ref

Primary Account Executive  
 KNXV House

Account Executive	Order%	Start Date	End Date
KNXV House	100%		

Order Sep 00:13:00

Estimate # **11369**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes DO

Priority P-6

Advertiser Ref

Order Share 15% Market Value 311333

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	%	0
KPNX	%	0
KPPX	%	0
KSAZ	%	0
KTVK	%	0
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	85%	264633

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	1	\$850.00	\$1,000.00	0.00
November 2012	66	\$38,845.00	\$45,700.00	0.00
<b>Totals</b>	<b>67</b>	<b>\$39,695.00</b>	<b>\$46,700.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/28/12	1	\$850.00	\$1,000.00
10/29/12	11/06/12	66	\$38,845.00	\$45,700.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
1	KNXV	10/30/12	11/06/12	M-F 6-7am M-F 6-7am	CM	6am-7am	11111--	:30	5	\$250.00	P-3	0.00 NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	- 1111--				4		\$250.00		0.00			
Week: 11/05/12		11/11/12	11-----				2		\$250.00		0.00			
2	KNXV	10/30/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	11111--	:30	5	\$250.00	P-3	0.00 NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		11/04/12	- 1111--				4		\$250.00		0.00			



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Print Date: 10/29/12

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Contract / Revision **304420** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11369**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
2	KNXV	10/30/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	11111--	:30	5	\$250.00	P-3	0.00 NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	11-----			2		\$250.00		0.00			
3	KNXV	10/31/12	10/31/12	M-F 10am-11am The View	CM	10am-11am	--1----	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--1----			1		\$450.00		0.00			
4	KNXV	10/30/12	11/06/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	1---1--	:30	2	\$150.00	P-6	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--			1		\$150.00		0.00			
Week:		11/05/12	11/11/12	1-----			1		\$150.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	KNXV	11/05/12-11/11/12		M-F 12pm-1pm		12pm-1pm	M-----	:30		<del>(\$150.00)</del>		0.00 NM		
See MG 14.7,14.8														
[65% higher rate preempt rv 10/26]														
5	KNXV	10/30/12	11/06/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	11-1---	:30	3	\$250.00	P-3	0.00 NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1-1---			2		\$250.00		0.00			
Week:		11/05/12	11/11/12	1-----			1		\$250.00		0.00			
6	KNXV	10/30/12	11/06/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$350.00	P-3	0.00 NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--			4		\$350.00		0.00			
Week:		11/05/12	11/11/12	1-----			1		\$350.00		0.00			
7	KNXV	11/04/12	11/04/12	SU 4pm-430pm Right this Minute	CM	4pm-430pm	-----1	:30	1	\$100.00	P-6	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1			1		\$100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	10/29/12-11/04/12		SU 4pm-430pm		4pm-430pm	-----Su	:30		<del>(\$100.00)</del>		0.00 NM		
See MG 7.2														
[na due to program change preempt rv 9/6]														
2	KNXV	11/05/12-11/05/12		M-F 1pm-2pm		1pm-2pm	M-----	:30		\$100.00		0.00 NM		
Ⓜ MG for 7.1 11/04														
8	KNXV	11/04/12	11/04/12	SU 430pm-5pm Arizona Highway	CM	430pm-5pm	-----1	:30	1	\$100.00	P-6	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1			1		\$100.00		0.00			
9	KNXV	10/30/12	11/06/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--			4		\$450.00		0.00			
Week:		11/05/12	11/11/12	1-----			1		\$450.00		0.00			
E 10	KNXV	10/30/12	11/06/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	21111--	:30	6	\$550.00	P-3	0.00 NM	6	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-1111--			4		\$550.00		0.00			
Week:		11/05/12	11/11/12	2-----			2		\$550.00		0.00			
E 11	KNXV	10/30/12	11/06/12		CM	6pm-630pm	21211--	:30	7	\$900.00	P-2	0.00 NM	7	\$6,300.00



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Contract / Revision **304420** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11369**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				M-F 6pm-630pm										
				M-F 6pm-630pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1211--	5		\$900.00		0.00					
Week:		11/05/12	11/11/12	2-----	2		\$900.00		0.00					
12	KNXV	11/03/12	11/03/12	Sa 4pm/5pm News	CM	4-5p	-----1-	:30	1	\$300.00	P-6	0.00 NM	1	\$300.00
				Sa 4pm News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-	1		\$300.00		0.00					
13	KNXV	11/04/12	11/04/12	Su 5pm News	CM	5pm-530pm	-----1	:30	1	\$200.00	P-6	0.00 NM	1	\$200.00
				SU 5pm-530pm News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1	1		\$200.00		0.00					
E 14	KNXV	10/30/12	11/06/12	M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$500.00	P-6	0.00 NM	4	\$3,150.00
				M-F 630pm-7pm										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1111--	4		\$500.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	10/29/12-11/04/12		M-F 630pm-7pm	630pm-7pm		- TWThF----	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 14.7,14.8														
[oversold]														
2	KNXV	10/29/12-11/04/12		M-F 630pm-7pm	630pm-7pm		- TWThF----	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 14.6														
[NA no time available. jtaylor 10/24/12]														
3	KNXV	10/29/12-11/04/12		M-F 630pm-7pm	630pm-7pm		- TWThF----	:30		<del>(\$500.00)</del>		0.00 NM		
See MG 14.7,14.8														
[oversold]														
4	KNXV	10/29/12-11/04/12		M-F 630pm-7pm	630pm-7pm		- TWThF----	:30		<del>(\$500.00)</del>		0.00 NM		
Credited														
6	KNXV	10/26/12-10/26/12		M-F 630pm-7pm	630pm-7pm		-----F----	:30		\$1,000.00		0.00 NM		
Ⓜ MG for 14.2 10/31														
7	KNXV	10/31/12-10/31/12		Wednesday Prime A	7pm-8pm		--W-----	:30		\$1,500.00		0.00 NM		
Ⓜ MG for 14.1,4.2,14.3														
8	KNXV	10/30/12-10/30/12		M-F 1pm-2pm	1pm-2pm		-T-----	:30		\$150.00		0.00 NM		
Ⓜ MG for 14.1,4.2,14.3														
Week:		11/05/12	11/11/12	1-----	1		\$500.00		0.00					
15	KNXV	11/05/12	11/05/12	Monday Prime C	CM	9pm-10pm	1-----	:30	1	\$4,000.00	P-6	0.00 NM	1	\$4,000.00
				Castle										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	1-----	1		\$4,000.00		0.00					
16	KNXV	10/30/12	10/30/12	Tuesday Prime A	CM	7pm-8pm	-1-----	:30	1	\$4,000.00	P-6	0.00 NM	1	\$4,000.00
				Dancing with the stars										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-1-----	1		\$4,000.00		0.00					
E 17	KNXV	10/31/12	10/31/12	Wednesday Prime C	CM	9pm-10pm	--1----	:30	1	\$2,000.00	P-6	0.00 NM	1	\$2,000.00
				Nashville										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	--1----	1		\$2,000.00		0.00					



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Contract / Revision **304420** Flight Dates **10/26/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 10/29/12

Order Sep 00:13:00

Advertiser **Kirkpatrick / Democrat / Co** Product **Kirkpatrick for Congress 20** Estimate # **11369**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 17	KNXV	10/31/12	10/31/12	Wednesday Prime C Nashville	CM	9pm-10pm	-- 1----	:30	1	\$2,000.00	P-6	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-- 1----	1		\$2,000.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	KNXV	10/29/12-11/04/12		Wednesday Prime C		9pm-10pm	-- W-----	:30		<del>(\$2,000.00)</del>		0.00 NM		
See MG 17.2 [oversold]														
2	KNXV	11/02/12-11/02/12		Friday Prime A		7pm-8pm	----- F----	:30		\$2,000.00		0.00 NM		
Ⓜ MG for 17.1 10/31														
E 18	KNXV	11/02/12	11/02/12	Friday Prime A Last Man/Mailbu	CM	7pm-8pm	---- 1--	:30	1	\$1,000.00	P-6	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---- 1--	1		\$1,000.00		0.00					
19	KNXV	11/04/12	11/04/12	Sunday Prime B Once Upon A time	CM	7pm-8pm	----- 1	:30	1	\$4,500.00	P-3	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----- 1	1		\$4,500.00		0.00					
E 20	KNXV	10/30/12	11/06/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$850.00	P-3	0.00 NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1111--	4		\$850.00		0.00					
Week:		11/05/12	11/11/12	1-----	1		\$850.00		0.00					
21	KNXV	11/03/12	11/03/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	----- 1-	:30	1	\$450.00	P-3	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----- 1-	1		\$450.00		0.00					
22	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	----- 1	:30	1	\$850.00	P-3	0.00 NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----- 1	1		\$850.00		0.00					
23	KNXV	10/30/12	11/06/12	Nightline Nightline	CM	1035pm-11pm (10:35 PM-11:00 PM)	11111--	:30	5	\$450.00	P-3	0.00 NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	- 1111--	4		\$450.00		0.00					
Week:		11/05/12	11/11/12	1-----	1		\$450.00		0.00					
24	KNXV	11/04/12	11/04/12	Su GMA Su 6-7am Good Morning ,	CM	6am-7am	----- S	:30	1	\$100.00	P-3	0.00 NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	----- S	1		\$100.00		0.00					
E 25	KNXV	11/02/12	11/02/12	Friday Prime C 20/20	CM	9pm-10pm	---- F--	:30	1	\$1,500.00	P-6	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	---- F--	1		\$1,500.00		0.00					

\*Tax 1 Note: Tax 0.5%.

Totals 67 \$46,700.00